

**CLAIMS**

What is claimed is:

- 1           1.       A method for distributing and presenting preferred data from a host  
2 server to a display device located at a predetermined remote premise, comprising:  
3           identifying a user preference;  
4           providing a first communication session between a user and a host server,  
5 wherein the first communication session transfers the user preference to the host  
6 server;  
7           selecting preferred data responsive to the transferred user preference;  
8           providing a second communication session via a communication link between  
9 the host server and a remotely located display device; wherein the second  
10 communication session transfers the preferred data and a display control parameter;  
11 and  
12           placing the remotely located display device in a presentation mode configured  
13 to present the preferred data in response to the display control parameter.
- 1           2.       The method of claim 1, wherein the step of identifying a user  
2 preference comprises the selection of a digital image.
- 1           3.       The method of claim 1, wherein the step of identifying a user  
2 preference comprises the selection of a presentation duration.
- 1           4.       The method of claim 1, wherein the step of identifying a user  
2 preference comprises information reflective of the location of the remote premise.
- 1           5.       The method of claim 1, wherein the step of identifying a user  
2 preference comprises estimating the number of visitors that may enter observe a  
3 periodic display of a plurality of digital images.

1           6.       The method of claim 1, wherein the step of identifying a user  
2 preference comprises selecting a presentation sequence when a plurality of digital  
3 images are designated for presentation.

1           7.       The method of claim 1, wherein the step of identifying a user  
2 preference comprises selecting an input indicative of a period over which the remote  
3 display device operates in a presentation mode.

1           8.       The method of claim 1, wherein the step of providing a first  
2 communication session further results in the transfer of a display device identifier  
3 from the user to the host server.

1           9.       The method of claim 1, wherein the step of providing a first  
2 communication session further results in the transfer of an indication of the health of  
3 the display device to the host server.

1           10.      The method of claim 2, wherein the digital image comprises a public  
2 service message.

1           11.      The method of claim 2, wherein the digital image comprises a message  
2 that describes a service.

1           12.      The method of claim 2, wherein the digital image comprises a message  
2 that describes a product.

1           13.      The method of claim 2, further comprising:  
2           generating a periodic statement reflective of the duration of presentation of the  
3 digital image.

1           14.      The method of claim 5, wherein the user preference comprises the  
2 association of a preferred time slot for the presentation of each of the plurality of  
3 digital images.

1           15.     The method of claim 7, further comprising:  
2           initiating a communication session from the remote display device to the host  
3           server after execution of the presentation mode.

1           16.     The method of claim 13, wherein the periodic statement is reflective of  
2           a cumulative presentation time for a digital image at a user agreed digital image  
3           presentation rate.

1           17.     A digital image leasing system (DILS) comprising:  
2           means for collecting a plurality of digital images;  
3           means for indexing the plurality of digital images;  
4           means for recording information reflective of a particular customer;  
5           means for providing a mechanism for the particular customer to communicate  
6           an image preference;  
7           means for selecting a digital image responsive to the image preference; and  
8           means for communicating the digital image to a display device at a remote  
9           location, wherein the display device is configured to enter a presentation mode.

1           18.     The system of claim 17, further comprising:  
2           means for the particular customer to transfer a digital image to the collecting  
3           means.

1           19.     The system of claim 17, further comprising:  
2           means for the particular customer to request a digital image for presentation at  
3           a pre-determined location for a pre-determined time.

1           20.     The system of claim 17, further comprising:  
2           means for billing the particular customer in accordance with the elapsed  
3           presentation time of the digital image, wherein a bill is issued over a periodic interval.